

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V.

NEW YORK, JULY 22, 1891.

No. 3.

Recklessness in advertising leads in but one direction—failure. The man who plunges blindly ahead in a business he does not understand is likely soon to find himself—

ON THE RAGGED EDGE.

Advertising has become a business in itself, and they who have made the greatest success in it are the ones who, while possessing some natural ability, have given it the most painstaking care. We do not claim to be able to conduct a man's business better than he can do it himself. But we do think that general advertisers can to advantage draw upon the resources of our bureau—the accumulation of years of experience. As the wise old proverb says—

! A ! STITCH IN TIME

SAVES NINE. That means that there is no time like the present. Just now, with the fall and winter trade in view, is a good time to make your plans for newspaper advertising. We will prepare a suitable advertisement

furnish you with an estimate of the cost and place of advertising in the papers. You can secure our service in any one or all of these directions, our charge being in proportion to the amount of work involved.

GEO. P. ROWELL & CO.,

10 Spruce St., - - - New York

Do You Know What You Pay For ?

Or do you guess at the circulation of the publications in which your advertisements are inserted ?

You Do Know Just What You Buy

When you advertise in **THE ATLANTIC COAST LISTS**. The exact circulation is printed and forwarded every advertiser weekly. You can buy a guaranteed circulation and receive just what you pay for.

The Atlantic Coast Lists comprise 1400 Local Country Papers, 56 per cent of which are the only papers published in their respective towns.

They reach fully one-sixth of the entire reading population of the United States outside of large cities.

Atlantic Coast Lists,

134 Leonard Street. New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. V.

NEW YORK, JULY 22, 1891.

No. 3.

REACHING THE MEN THROUGH THE WOMEN.

By Nath'l C. Fowler, Jr.

The argument in this article may flow against the popular current. I would not venture so great a departure from the accepted rule were I not certain that the theory which I propose to here discuss had been proved by experience to be undoubted fact.

A number of years ago I suggested to one of my clients that he place an advertisement for goods used exclusively by men in a paper supposed to be read exclusively by women. My client laughed at me. When he found that I was in earnest, his laugh changed to something more serious. I argued the case with him, and partially to please me and because it was too hot to continue the argument, he followed my suggestion, much against his own judgment. The advertisement appeared; it continued in that paper several consecutive years. The actual mail cash sales, coming directly from that advertisement, were two or three times as great, reckoning proportionate cost, than came from the same advertisement in any of the hundred papers my client was advertising in. Since then I have made these experiments many times, until I believe I have a right to claim that the experiment has passed into fact.

The statement made by dealers of goods worn or used exclusively by men that it does not pay to advertise extensively, because men do not as a general thing read advertisements and that the majority of advertisements are read by women, is founded upon the softest kind of sinking sand.

In the first place, I will not admit that men do not read advertisements, for the man who does not read advertisements, even though he says he does not, doesn't live this side of the millenium line.

A well-written advertisement, well displayed, constantly before the man in his daily paper, must be read by

him whether he wants to read it or not.

Much as men read advertisements, women read them more. The advertisements in a popular daily, the people's paper in every sense, are read by women as much as the news itself.

The advertisements in a decent paper give to the women of home as important information as any other part of the newspaper, and they are read just as carefully, sometimes more so.

A woman who does not read advertisements would not be a woman, consequently all women read advertisements.

Women are the buyers of everything everywhere.

Women are the active partners of home and the silent partners of the office.

Every married man, and every brother of a married sister, and every fellow who goes with some other fellow's sister, ought to know that woman has an influence over the man, which he has never measured because he has never been permitted to measure it.

The man—he pays the bills; the woman—she holds the throttle valve of the home and business engine; she regulates the steam in the house and at the office. The man may not know that she does, but she does. The woman buys, or she directs the buying of, everything from shoes to shingles.

The better the wife, the more directly she is interested in her husband's stockings, his hats and other things. If a new collar, or a new shirt, or a new necktie becomes the style, ten to one the woman will know about it a week before the man has heard anything of it. If a woman doesn't like the wearing quality of her husband's underwear she is liable to hunt up a better place where better underwear can be bought.

The woman clothes the children, and is consequently thrown into relation with every store where things for men and boys are sold.

The average woman can buy better things, from shoestrings to ulster overcoats, for less money than the average man can buy for more money.

The woman knows whether trouser-cloth will wear better than the man inside of it. She knows whether the suit fits that husband of hers and whether the hat looks well on his head. She is more annoyed by the squeak of his boots than he is himself.

If the advertiser's announcement must cater wholly to one sex at the sacrifice of the other, it better cater to the women—better reach both women and men.

Talk about woman's rights—it won't be ten years before there will be need of a society for the prevention of cruelty to men. Women are ahead nowadays. They don't know it; at least part of them don't, and the men don't know it either.

Woman is the power behind the man, greater than the man himself, and it's a mighty lucky thing for progressive civilization that the hand that rocks the cradle has got a hand in about every other kind of rocking.

Man is a busy being; he thinks he is whether he is or not. He is nervous and doesn't have time for this and that; doesn't know how to keep up his wardrobe and his office; his office looks like the cluttered cellar in a repairable house. Half the time he doesn't know that his office carpet is shabby. The chances are that it will take his wife or a nail to tell him that the bottoms of his boots are worn through. The fact is that the average man doesn't know about those things which he thinks he knows about.

Women read the advertisements. So much do I believe that they do that I almost believe it would pay to write an advertisement requesting the woman to suggest the cigars for her husband—the husband, of course, to pick them out. The woman doesn't smoke, but she knows the flavor of the cigar the fellow alongside of her is smoking sometimes better than he does, because if he knew it as well as she, he probably wouldn't smoke the cigar he does.

The man is in want of office furniture. He doesn't know whether he wants a Jones desk or a Brown desk. His wife very likely has suggested to him that he ought to have a new desk. If she is any kind of a woman she is interested in desk advertisements. She reads the advertisements and sends

for desk catalogues, or tells him to, and in reality does the selecting for the man, although the man thinks he is doing the whole of it.

Woman is the pivot which turns trade.

Very likely the reader will say that all these statements are untrue; that his wife doesn't take any interest in his business; that she doesn't care whether he sits upon a cushioned chair or upon no chair. He simply hasn't the kind of wife he ought to have started in with.

I would not withdraw advertising appeal to men. There are certain lines of goods, stocks and bonds, and some other things which perhaps had better be advertised in papers going exclusively to men. Undoubtedly it pays to advertise in these papers; but there never was an article, from an auction sale of an ocean steamship to roasted peanuts, which couldn't be more advantageously advertised in the paper which goes to the man, his wife and his family in preference to the paper which is solely for business and read only by business men.

I do not depreciate business papers. It pays to advertise in them, but the man who thinks he can reach the general mercantile pocketbook as well by keeping all his advertisements in those papers at the sacrifice of the people's daily is simply fooling himself and losing money doing it.

The shrewdest advertisers in the United States are writing advertisements which appeal directly to the women. Take the advertisements in the leading magazines, for instance; more than three-fourths of their readers are women, and yet about half of the advertisements are for goods used by men.

The daily paper which has succeeded and which continues to succeed is the paper which prints the most matter of interest to women. The paper which prints nothing but news of stocks and bonds, failures and mortgages, is the paper which is read exclusively by men and the paper which does not pay the general advertiser to advertise in.

The great daily, filled with the bright news of the day to whet the appetite of the reader with its children's column, its women's column, its column of style, its miscellany, is the paper which has the great circulation and the one which pays the advertiser more to the square inch than any other paper can pay to the square foot.

There is not a single case on record of any daily paper succeeding in this or any other country which does not arrange its matter, from its editorials to its news, so as to be pleasantly absorbed by the women of the day.

If the great dailies are running their papers along the line of feminine desire, how much more necessary it is for the advertiser never to forget that there are as many women as there are men, and that every woman has a husband or wants one, that the woman holds the influence—that she is in one sense the man of men.

The following sample advertisements somewhat illustrate this axiomatic theory. The first one is a conventional advertisement of exclusively men's goods, to be read exclusively by men. The others take another view and appeal to the women and men together. To illustrate, it is quite likely that I have leaned a little toward the extreme, but in these days at the meeting of the extremes bursts the light of trade:

JOHN DASH, DEALER IN STRAW HATS

CLEAN, fresh, cool, stylish Straw Hats, suitable for everybody; fine Manila straws, soft hats for vacation, stylish Derbies, easy fitting, light, tall hats. Summer has come.

JOHN DASH, HATMAKER,
116 Dash Street, corner Blank Street.

This advertisement contains in it some really good matter. The words "clean," "fresh," "cool," "soft," "hats for vacation," "light and tall," "summer has come," would make good catch lines, but as set lose 90 per cent of their value.

DOES YOUR HUSBAND WEAR A HAT?

send him to

JOHN DASH,
116 Dash Street, corner Blank Street.

IS THERE A WATER COOLER IN YOUR HUSBAND'S OFFICE?

There isn't? How the poor man must suffer. Surprise and revive the dear fellow. Make him a present of one of those Smith coolers. \$2.50.

SMITH & COMPANY, 500 SMITH ST.

A Cool Coat For That Husband Of Yours.

Made of heat resisting cloth, handsome, comfortable.

He doesn't look well in his shirt sleeves.

Better buy him two.

One for the office, one for the piazza.

Two dollars.

Fifteen colors.

Cannot fade.

Can't wear out till you give it a dozen chances.

SMITH & COMPANY, 500 SMITH ST.

YOUR HUSBAND'S OFFICE

Without an easy chair! Could you live without your rocker? Isn't your husband 'most as good as you are? Be good to him! If he will not buy one of those Smith ten-dollar lounging chairs, buy one for him.

SMITH & COMPANY, 500 SMITH ST.

HERE AND THERE.

By Horace Dumars.

An item going the rounds of the press states that a very handsome lithograph is being prepared with which to advertise the Columbian Exposition, and that one hundred thousand copies will be circulated in this and foreign countries. Custom seems to favor the use of but a single design for a fair or exposition; and yet a little more of the circus method of lithographing has been found to work well for the financial end of such enterprises. The reporter who started the item going may only have seen the commencement of the work in this line, for with its variety of attractions it is doubtful if one solitary lithograph will suffice for the big affair in honor of Christopher.

I once had the pleasure of upsetting the notions of a board of directors in a district fair association in regard to the importance of plenty of advertising. There was some doubt expressed as to whether a person who could not point out the differences between an Angora William Goat and a shining example of Southdown Mutton would be the person to boom an agricultural fair. The directors selected the judges and gave me charge of the "button." I did not do all of "the rest," but the plan laid out for booming that fair was very much on the circus order, and the towns and villages within a radius of a hundred miles were well covered with

a variety of lithos ranging from large stands to a half-sheet. It took twelve different designs to cover the subjects needing attention, and to these was added a liberal use of newspaper space. Advertising was commenced as soon as the buildings were under way and continued until the close of the fair. Eighty acres of ground, with many large structures, together with water mains, electric lights, street-car terminals, etc., required a large outlay of money, and yet, in spite of several days' rain during fair week, there was a dividend apparent of 34 per cent. It is needless to say that in their advertising the circus methods have been popular with the directors ever since.

And how about the proposition for having one edition of each of the leading daily papers of America printed at the Exposition during the continuance of the fair? Such editions would make a boom for each publication at least for a single day, and would give visitors a proper idea of the importance of the daily press as a whole. A more interesting feature could not be presented to the average attendant than the printing of a complete daily paper on the fastest of presses and the showing of the most modern methods in use for their production from composing-room to delivery. The exhibit would present new features each day, as every twenty-four hours there would be a change of forces in the editorial and business department, each publication being entirely independent. Thus we would one day see a special edition of a New York paper, succeeded by a San Francisco publication, and this in turn followed daily by the productions of Boston, New Orleans, and so on, according to the date assigned to each paper for the publication of its special, until all had been represented at the fair. My prediction is, that if the publishers decide to go into such an arrangement a series of editions will be produced such as the world has never seen; and there will be money in all of them for the publishers.

About the poorest illustrated advertisement I have seen this season is one put out by a college of phonography at Rochester, N. Y. It occupies the space of two inches in depth and extends over two columns. Yet there is but one line in it that can be read with

any case. It is evident that much time has been spent in its preparation, and fully as many hours would be required to read and reach an understanding of what it contained. If illustrating an advertisement will not add to its attractiveness, better leave that feature out and give the compositor an opportunity to get up good display. Another case in which plain display would improve the advertisement is that of a well-known Broadway clothing house which indulges in illustrations to a limited extent. For many weeks this firm has run the same cut constantly, but changing reading matter frequently; and as day after day that young man, standing beside his desk and reading the same old missive, looms up before my eyes, I wish that his had been "the letter that never came." I've heard others express similar opinions of this advertisement and believe that many are made weary by it.

"Smith Thinks," as a heading to Smith's advertisements which daily appear in New York papers, is catchy and may possibly become a phrase. His thoughts occupy but two inches, single column, each day; and it is not difficult for any reader to know what he is thinking about, or at least what he gives out as the contents of his "think tank." There is certainly an air of originality about his advertisements that commends them.

THE ILLUSTRATED ADVERTISEMENT.

By E. D. Gibbs.

The illustrated advertisement has always been popular, and more especially of late years. Much good can be accomplished by this form; but probably more care should be taken with it than with many others.

A poor illustration is worse than none at all; oftentimes the character of the illustration will induce the reader to continue on with the rest of the advertisement, and so secure to the advertiser the point he is aiming at—to cause his advertisement to be remembered. Not that it is advisable to have the readers remember it solely on account of an illustration, for oftentimes it may be thought of only to be laughed at.

The illustration of an advertisement, like the advertisement itself, should if possible have an air of dis-

tinctive originality about it. This is not so difficult to secure as may be imagined. The immense number of clever artists whose services can be engaged nowadays for the purpose of bringing out, in the way of unique sketches, the telling points of an advertisement make it possible for a progressive advertiser to secure the originality that would seem in this age of uniqueness absolutely necessary.

Some of the illustrations used by advertisers, and particularly noticeable in the daily papers, are so frightfully atrocious that it would seem the reading public would turn from them in positive weariness if not absolute disgust. A certain furniture firm in the City of Churches are particularly noticeable in this respect. Some of the illustrations used by them to bring the attention of the public to the merits of their wares are so utterly devoid of even the slightest artistic taste that it has ever been a mystery to me how they can succeed in attracting people to their store. A picture, evidently drawn with a fence rail and cut out with a meat ax, of an antediluvian husband enveloped in the embrace of an impossible folding bed, while his anxious wife, in a *robe de nuit* of extreme shortness, stands by yelling for help, may appeal to some; but how it can sell goods is a wonder to me. The aim seems to be to attract attention only. I have stated in a previous article that, in my humble opinion, attracting attention alone will not sell goods.

The fact that this firm still continues to thrive and does sell goods may lead some to dispute the above claim. Well, there may be exceptions, but I have often wondered how much more business this firm could do were they to be as liberal in advertising with neat, tasteful, well-drawn illustrations as they are with poor ones.

Perhaps this style of illustrating is no worse than using the old-time, type-foundry cuts. The latter I consider the very essence of imbecility. I think when an advertiser attempts to run in the crowing roosters and the business cuts that the *Osquash Trumpet* used twenty-five years ago in its advertising columns, he has soared to the very pinnacle of stupidity. Type-foundry cuts are all right to illustrate catalogues of type foundries, but they will scarcely do for a progressive merchant to illustrate his advertisements with,

THE VALUE OF ADVERTISING. FROM THE STANDPOINT OF AN INSURANCE MAN.

The New York *Press* recently published the details of an incident which proves the value of judicious advertising. About two years ago a woman discovered the formula for a new cosmetic which was better than any other in use, and made of ingredients which are entirely harmless. After satisfying herself that it was an article which women generally would be glad to use, she set about some means to manufacture the cosmetic and place it upon the market.

The inventor was a poor woman, and she went to a rich friend and sought to interest her in the project. As usual in such cases, the rich friend was not disposed to lend \$2,500 without security, even to a friend. She did, however, lend \$500, and with this sum the discoverer of the complexion compound began operations. She advertised a little at a time, paying in advance. The business grew rapidly, began to crowd out other cosmetics, and enabled the woman, who really possessed a valuable secret, to advertise upon a larger scale. Now, after two years, the business is carried on in an expensive suite of rooms, and profits are said to be \$300 a week.

The success of this business depended upon three things—first, the fact that a large number of women use cosmetics; second, judicious advertising, and third, a good article to sell. Most business men who succeed find these conditions fulfilled in their business, and especially do they believe in the value of printers' ink. One has only to look through the newspapers to find that out. It is only necessary to have a good article to sell, and then to advertise it liberally and judiciously, to do a good business in any department. There is no need of loudly sounding the praises of a humbug to grow rich, but to tell the simple truth about an article of general utility.

The art of advertising has been subject to abuse, and a great many worthless wares have been palmed off upon the public as genuine in this way. But abuse is no argument against proper use, and judicious advertising remains to this day the key to success, as it was when Robert Bonner first advertised the New York *Ledger*, or when Mr. Barnum set Gotham wild over his museum of curiosities. If you doubt it, try it.—*Baltimore (O.) Herald*,

Replying to the question raised in the *Coast Review*, whether it pays insurance companies to advertise in the way that they do, Mr. L. C. Miller, of Salt Lake City, says: "A company gets business through the soliciting of its agents. The way is paved for that solicitor if the object against whom his attacks are made is familiar with the name of the company. That is the profit an insurance company gains in sending out calenders, blotters, and the like. Much money is wasted in this line, however, because of the local's indifference or non-appreciation of the value of the advertising. Then it is a dead loss.

"If, however, the local systematically and carefully puts the paper cutters, the calenders and the blotters where they will be constantly seen, the name of the company will be a fixture in the minds of many, and much good will accrue.

"Some years ago I took a tour through Kansas on a bicycle. Wheels were not so numerous then as now; a bicycle was a novelty in the little prairie towns I visited. There were at that time a dozen manufacturers and importers of bicycles in America, yet every awkward rustic who desired to show that he 'knew what that thing was' would ask 'Is that a Columbia?' I did not ride a Columbia wheel, but the number of times that question was asked me on that journey made me avow that if ever I sold bicycles in that country I would sell 'Columbias' or none. How pleasant it would be to work for a company whose name was so familiar that whenever an insurance policy of any description was seen, the question would unconsciously be, 'Is that a policy in the Ocean?'

"I do not believe the agent 'remembers' the general office on account of these things. Too often, alas! he attaches little weight to them. Even if he values the advertising he only favors the company because he can get risks easier in that name than any other.

"I do not believe any lines are directly gained by advertising; the indirect good is hard to estimate—else why your question? I am something of a crank on the subject of advertising, but please consider my 'Yes' to be spelled with a capital Y."

Correspondence.

A WIDE-AWAKE ADVERTISER.

THE ALLMENDINGER PIANO AND ORGAN
COMPANY.

"There May Be Something In It."
ANN ARBOR, Mich., U. S. A., July 10, 91.
Editor of PRINTERS' INK:

Your notice of the writer's illustrated catch-line, "There may be something in it," in PRINTERS' INK of the 8th inst., and particularly your criticism of the grammatical error therein, leads me to say: It is not the first time my attention has been called to the error, and yet had the engraver put the words exactly as I wrote the copy I would have stood by the bad grammar. I had in mind when writing the second line the old gag of Milton Nobles (I think it was): "There's millions in it." I therefore wrote my copy: "There's dollars in it for a hustler"; and had my copy been followed I would have been willing to sacrifice the English for the catchiness of the thing. Yet no one uses more care than I in the selection of words in advertisement writing. I have PRINTERS' INK to thank for a vast number of ideas on advertising, and were we able in our little city to obtain original cuts, I would attempt the more to follow the suggestions of your readable little paper.

LEW H. CLEMENT,
Sect'y and Manager,
Allmendinger Piano & Organ Co.

NOVELTY LETTERS.

NEW MARKET, N. J., July 13, 1891.

Editor of PRINTERS' INK:

I know you want to give the most reliable information. In your issue of the 1st, in an article quoted from the Boston *Herald*, it makes it appear that a dealer pays "from \$30 to \$50 per thousand for what are termed novelty letters." I know who the dealer referred to is, and the writer is evidently off the track.

Any number of novelty letters can be bought for \$3 per thousand up, and I know of only one instance in which a high price is paid, viz.: \$150 per thousand by a medical concern for the original orders to a medical house for remedies, viz.: letters containing remittances, and not simply inquiries, these latter being sold for less than a tenth part of the figure named.

And at this price it is guaranteed that these letters have never been used or a copy of names and addresses taken or sold to any one else.

The price quoted as being paid by a dealer for ordinary novelty letters is preposterous, and cannot be substantiated by any known actual sale.

STANLEY DAY.

SUBURBAN ADVERTISING.

EVANSTON, Ill., July 9, 1891.

Editor of PRINTERS' INK:

I have read a number of issues of PRINTERS' INK with great interest, and I have noted a number of good suggestions. I would like to read what some one has to say about the suburban advertiser. He is peculiarly situated. What applies to the country business man hardly applies to him, and he is in direct competition with the city near at hand and yet he cannot do business exactly as a city mer-

chant would do it. We have three suburban stores within a few miles of Chicago. We find a good local paper the best advertising medium for our line (dry goods) and buy space liberally and often. I often wonder if it would pay to do advertising outside of our locality. Has any such scheme been tried? Do you suppose a mail order feature could be worked up on specialties?

WM. S. LORD.

HE KNOWS NOW.

From *London Tid-Bits*.

Mr. and Mrs. Wings were reading the evening paper.

"Peculiar ways the Japanese have," said Mrs. Wings casually; "they read up instead of down, and from right to left. What do you suppose they do that for, Mr. Wings?"

"How should I know, Mrs. Wings? What questions you women do ask!"

Then there was silence, until suddenly Wings threw down the paper with a remark and began poking the fire viciously.

"What is the matter, Mr. Wings?" asked his wife.

"Matter? Oh, nothing—nothing at all. I only read a half column of thrilling narrative before I found that it wound up with a patent medicine ad."

Again there was silence. Then Mrs. Wings, who had been pondering something deeply, said: "I know now why the Japanese read up instead of down."

"Oh, you do, eh? Well, why?"

"So as to see the patent medicine ad, before reading the article."

A GOLD MINE IN SOUTH MISSOURI JOURNALISM.

From the *Christian Co. Republican*.

We still continue to publish the *only* Christian County paper. At present we are receiving from the Ozark merchants the very liberal patronage of \$1.50 per month in advertising, and only 50 cents of that coming from a merchant. With such enormous (?) patronage as this, even if our merchants were not the most liberal, progressive and enterprising in creation, it would be only natural for us to say everything we could in their praise. To know that our efforts to build up our city and county are appreciated to the amount of \$1.50 per month, gives us renewed zeal in the good work, and by *faith* we will keep the banner to the front. We hold up our Ozark merchants, proudly (?), as an example (not) to be followed by those of other towns of less enterprise and prosperity than Ozark, and they are many, as Ozark always leads. We have one grand satisfaction in the amount of patronage, and that is that we are not liable to an attack of the gout.

"THE OLD STORY."

From the *Brooklyn Standard-Union*.

A story is told of an advertiser who presented himself to the New York *Herald* counter with a three thousand dollar roll as an offer for a half column advertisement with a good sized cut accompanying ~~the~~ The "ad." was refused.

The above is quoted with approbation by the New York *Herald*. It was a business error to refuse a three thousand dollar roll for an illustrated advertisement and then adopt the system of publishing pages of illustrated reading matter. There ought to be a rate at which an advertiser should have the help of a cut.

FLOWERS FOR THE EDITOR.

From the American Florist.

Interest the newspaper men now in your coming exhibition. Endeavor to have placed before the public frequent notices of matters accomplished in the way of preparation. Send the editor a basket of flowers and with it a copy of your premium list. And when flowers are plentiful remember him frequently. A bunch or basket of flowers is a very pleasant reminder and always acceptable. A bald request for a notice comes harsh to the ears of the editor; but a basket of beautiful flowers, accompanied with some printed matter that will supply material for a notice, will almost always get there. Never beg, but don't fail to suggest. And when you get your tickets printed don't fail to send the editor a liberal allowance of complimentary; and don't slight the humble reporter, for if he fails to write a good report, your having the kindly feeling of the editor don't amount to a great deal. Once in a while you will strike an editor or reporter who is a pirate and who will endeavor to work you for all he can; but these are rare exceptions and are very infrequently found with journals of influence and standing. But the outlay is small in proportion to the returns; so it pays to treat every one well, pirates and all. And when the exhibition is open be certain to have some competent person, at liberty to devote his time to the reporter, to explain anything he don't understand, to give him points for his report. Make sure that he does not leave the place without something to write about, for otherwise he may draw on his imagination or cut it mighty short.

ALL IS FAIR IN LOVE AND ADVERTISING.

W. H. Bishop, in the Omaha Bee.

Study your own ad.; study your neighbors' ads.; steal from them if they are valuable, as from an enemy in war time. Study magazine ads., as these are apt to be most progressive. Study variety and use striking designs occasionally.

WANTS.

Advertisements under this head 50 cents a line

A YOUNG MAN, stenographer, well educated, wishes editorial position on either city or country publication. W. G. BROOKS, 84 Henry St., Brooklyn, N. Y.

CANVASSERS wanted to secure subscriptions for **PRINTERS' INK**. Liberal terms allowed. Address Publishers of **PRINTERS' INK**, 10 Spruce St., New York.

EDITOR wants permanent salaried position after Oct. 1. Fine record, practical printer, writer, manager. 26, married, Eastern training. G. S. WYCKOFF, Pikeville, Ky.

WANTED—A capable man to secure ads. for an Annual Directory of special character and value. Can be done in 2 or 3 months of each year, and will pay an active man well. Address, with references, "SECRETARY," Box 672, New York.

EVERY ISSUE of **PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

MINIATURE DYNAMOS for premiums. EMPIRE PUB. CO., 66 Duane St., N. Y.

FOR SALE—Board Cutter and Standing Book Press. Very cheap. HOUSH & CO., Brattleboro, Vt.

FOR SALE—New Stonemetz Folder, 3 folds from 16x20 to 26x40. Points and gauges. Bargain. HOUSH & CO., Brattleboro, Vt.

BARGAIN. \$6,500. Large Job Office, thriving Penn'a city. Good terms. CAMP BROS., Advertising Agents, Wilkes-Barre, Pa.

FOR SALE—The house 151 Eliot Place, Brooklyn, 21x100. Price, \$7,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

FOR SALE—The house 112 Kosciuszko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

FOR SALE—LADIES' ADDRESSES, fresh and accurate; will address your envelopes and guarantee delivery, or sell lists. Address "W," Box 312, N. Y. City.

FOR SALE—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

2,000 LETTERS. Good names. Received in answer to advertisements, &c. Never been used. What do you offer for the lot? A. M. T., care **PRINTERS' INK**.

FOR SALE—Web Perfecting Press—Bullock. Will print 7-col. quarto. Run two years. Also complete stereotyping outfit. First-class condition. May be seen running in Commercial office, Toledo, O.

FOR SALE—To a practical pressman and business man a half interest in a pressroom doing about 50,000 impressions per month. A snap for the right man. \$3,000 required. All new machinery. Address J. NEWTON NIND, Minneapolis, Minn.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

A GENTS' GUIDE.

SPOKANE, SPOKESMAN.

A LLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

L EVEY'S INKS are the best. New York.

N EWPORT DAILY NEWS. Wealthiest readers.

P OPULAR EDUCATOR, Boston, for Teachers.

A GENTS' HERALD, Phila., Pa. 10th year. 80,000 monthly.

N EWPORT DAILY NEWS. 46 years old and never better.

T HE GRAPHIC, Chicago, "the great Western illustrated weekly."

T HE GRAPHIC, Chicago—Most value at least cost to advertisers.

B RIGTH, clean and reliable is the SAN FRANCISCO BULLETIN.

RICH and cultivated people read the NEWPORT DAILY NEWS.

YOU like money. So do we. Try the LOUISVILLE COMMERCIAL.

40,000 PEOPLE read THE NEW HAVEN NEWS daily.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

A GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

THE cream of American society reached by the NEWPORT DAILY NEWS.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

PROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

MOST "Wants" most circulation, most adv's. SAN FRANCISCO CALL leads.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

55,063 D. 57,728 S.; 23,846 W.; circulation SAN FRANCISCO CALL.

A DVERTISING rates 15c. per inch per day. Circ'n 6,500. Enterprise, Brockton, Mass.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

PATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

NEWPORT.—The best, most widely circulated, most influential paper is the DAILY NEWS. So says Rowell.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

CIRCULARS, Samples and Papers distributed in St. Joseph, Buchanan and adjoining counties. Charge moderate. JNO. H. FITZGERALD, 922 So. 6th St., St. Joseph, Mo.

PAPER DEALERS.—B. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

THE RURAL CALIFORNIAN, published at Los Angeles, has, according to the American Newspaper Directory for 1891, the largest circulation of any agricultural paper issued in California.

THE PHONOGRAPHIC MAGAZINE (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

CHRISTIAN ADVOCATE, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, can be inserted every week for a whole year for \$51.20; 3 lines will cost \$46.80; 4 lines, \$32.40; 5 lines, \$18.00; 6 lines, \$13.60; 7 lines, \$9.20; 8 lines, \$4.80.

THE SVENSKA AMERIKANSKA POSTEN (Weekly), published in Minneapolis, has, according to the American Newspaper Directory for 1891, the largest proved circulation accorded to any Swedish paper in Minnesota. Circulation, 11,133.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

COLLEGES and SCHOOLS reach the well-to-do public of the Southwest effectually and economically by advertising in the New Orleans PICAYUNE. Sample copies and advertising rates furnished on application. Address PICAYUNE, New Orleans.

THE EVENING ITEM, Philadelphia, Pa., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 for each issue and one of the four daily papers exceeding 150,000.

THE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 30,000 copies each issue.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

MONEY?—There are a greater number of insurance, banking and other moneyed institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the TIMES, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

A MERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 20 cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 10 per cent; 3 months, 20 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 ".....	30 " "
1 year.....	40 " "

JOHN IRVING ROMER, EDITOR.

NEW YORK, JULY 22, 1891.

IN his address before the National Editorial Association, Mr. A. Frank Richardson alluded to a matter which has not been discussed much in these columns, but which is recognized by large general advertisers as a factor of importance. This is the custom of palming off by the retail dealer upon the consumer some other article than the one asked for. Go into a drug store and ask for Hood's or Ayer's Sarsaparilla and in many cases the druggist at once assures you that he has some other article which will answer your purpose a great deal better. Of course, his object in urging the sale of a preparation not so well known is the larger margin of profit it affords him.

Advertisers recognize this as an evil, and know that to a certain extent it prevents them from getting the full returns from their advertising outlay. Yet after taking a consensus of opinion of a number of members of the drug trade—through which the sale of so many proprietary articles is pushed—the loss does not appear to be so great as it might at first impress one. The druggist doing business in a town where there is more or less competition does not dare to refuse a customer's request for a well-known article. While he would like to secure 75 instead of 25 per cent profit, he fears that in

pushing the sale of the unknown article he will lose his customer's trade altogether. If he is a prudent business man, therefore, he does not exercise any great degree of persistency, but merely suggests the other article. Then, if the customer does not waver and appears to know his own mind thoroughly, the matter is dropped with the best grace possible and the desired article is supplied. In some cases, undoubtedly, these tactics succeed in preventing the sale of the advertised preparation.

What is the remedy? Mr. Richardson thinks that the practice is a fraud pure and simple on the part of the retail dealer, and suggests that as it really affects the publisher in the end, the latter should expose and denounce those who are known to resort to such questionable methods. As the local dealer pays into the newspaper's treasury two or three times as much as the foreign advertiser, publishers are not likely to follow the advice to any great extent unless they are specially paid for it. Perhaps the only practicable remedy rests with the advertiser himself. He must advertise his goods so much and so well that the consumer will invariably insist upon having what he calls for and not be put off with a substitute. There are many proprietary articles and the retail dealer always dislikes to put a new article upon his shelves until a demand has been created for it. The timid advertiser proceeds so cautiously that he does not get a foot-hold. And even if he succeeds in creating more or less of a demand, he may yet fail because he lacks the "nerve" or ability to place his article on the plane where consumers will insist upon having that one and only that one.

In the meantime if a local publisher can and will render assistance by crying down the "substitute fraud"—to the extent of making such tactics notoriously unpopular—such service is calculated to benefit the general interests of advertising and merits the appreciation of the advertiser.

THE \$50 prize offered by Mr. F. H. Cady, the wall paper manufacturer, for the best advertisement of his own business, has been awarded to Mr. W. H. Eastman, East Sumner, Me. Mr. Eastman was also the winner of the second prize in Geo. P. Rowell & Co's contest.

THE REVIEWER.

So-called "fancy" types are regarded with well-merited disapprobation by competent judges of typographical effects in advertising. Plain roman type for the body of an advertisement and heavy black gothic for the display lines are the essentials of the most familiar of all styles of newspaper advertising. Here is an example of a style which may be found repeated in slightly varying forms in innumerable papers:

WALL PAPER of attractive styles, at extremely low prices. For 8c. postage we will send to any address samples with borders to match, of papers ranging in price from 6c. to 50c. a roll.
A. L. DIAMANT & CO., 1206 Market St., Philadelphia, Pa.

Now, there is no doubt but that this is a good advertisement. The gothic enables the advertiser to get good, strong display in small space. There is probably no other type that could be substituted and would be as satisfactory in even twice the amount of space.

But as variety is the spice of life, so is variety the spice of advertising. Where the advertiser determines to occupy a fairly large amount of space, there are other types that are quite as effective and more pleasing to the eye than what I may term the "bread-and-butter" faces. What are they? Well, here are a few which I feel safe in recommending, provided they are used cautiously and with taste:

Advertising

24-Point De Vinne.

ADVERTISING

18-Point Quaint, Heavy.

ADVERTISING

18-Point Quaint, Open.

Advertising

24-Point Erratick.

ADVERTISING

18-Point American Old Style.

Advertise

24-Point Skjald.

Advertising

24-Point Ronaldson Gothic.

ADVERTISE

18-Point Abbey.

Each face of type has been given its proper name, but the advertiser, of course, understands that he will not find them in the ordinary newspaper office. They are mostly recent productions of the type foundries and are to be had only in the best equipped job offices. Their use will therefore necessitate electrotypes; but where the advertiser is prepared to spend a fairly large amount of money and wants the best service from the papers he uses, electrotypes are always preferable.

By the way, as the dog-days increase in oppressiveness, I am inclined to look with more and more favor upon the screed of the gentleman who urges the merits of a good bath-tub as a desirable "summer resort." It only needs the light touch of fancy or humor to raise the most commonplace articles to a plane of alluring attractiveness. As I contemplate the delights of a porcelain-lined tub, surrounded by home comforts, I feel proportionately less desire to accept the invitations of those modest advertisers who invite me in more commonplace terms to visit them at the seaside or the mountains.

Speaking of the seaside, the Sunday papers contained an interesting specimen of a reading matter advertisement, put out by that highly original advertiser, Miss Laura Jean Libbey. The little article bore the following title:

**DO MARRIAGEABLE MEN GO
TO WATERING PLACES TO
FLIRT, OR ARE THEIR
ATTENTIONS SUMMER
PASTIMES?**

As "The Reviewer" happened to be at a watering place himself at the time, and is, on general principles, an admirer of "the fair sex," he succeeded in getting through the remainder of the article—made up of a number of pyrotechnical statements about Miss Libbey's "spicy article, in which she unfolds a secret or two worth knowing, intended for the eyes of ladies only," and which have already "caused a whirlwind of excitement in the hearts

of the fair sex." I believe that Mr. Fowler has a theory that it is a good plan for advertisers who wish to reach men to address women. Now if the *New York and Paris Young Ladies' Fashion Bazar* will publish an article on the motives of marriageable young women who go to watering places, I think his proposition would be verified, and it might build up a big circulation among men. "The Reviewer" and a great many other men like him would deem such knowledge cheaply bought by a year's subscription to the journal with the long name.

But it seems to me that Miss Libbey is herself something of a gay deceiver. For the topic she discusses—as quoted above—is not at all the thing that it appears to be, and that the girls would like to know about. It comes nearer being "a distinction without a difference."

SOME PROBLEMS IN ADVERTISING.*

By A. Frank Richardson.

Almost the first question an advertiser or advertising agent asks is, "What's your circulation?" evidencing the point uppermost in their minds. Tell them honestly and candidly. Don't tell them you have 2,000 when you have but 700. Never lie about circulation. "Lie" is a word that does not roll off the tongue very nicely, although it is a good thing for washing rollers, as most of you know, if you have had the pleasure of being a "devil" in the early period of your newspaper career.

Impress upon advertisers and advertising agents the truthfulness of your statement; never utter a misstatement regarding your circulation—no high-water marks. Let every claim be founded on facts, and you have made an inroad into their confidence that, if they desire to go into your territory at all, will surely secure the advertising and increase your business. Known circulation makes advertisers. Unknown, padded and high-water mark circulations kill advertisers. What are you in business for?

There is no reason why every publisher should not get a correct rating in the annuals, directories and guides.

* Text, in part, of an address delivered before the National Editorial Association, at St. Paul, July 16, 1891.

He can if he will only send it to them, giving them the true facts, each issue, for a period of not less than three months. It will cost you nothing but the time in writing it out, and the two-cent stamp that Uncle Sam demands for carrying the news to Ayer's Annual, Rowell's Directory, Bates' Quarterly and Handy Guide, Lord & Thomas' Pocket Directory, and others.

No publisher should misrepresent his circulation to the extent of even a "quire" or "token," to either advertising agent or advertiser, as they look upon circulation as one of the greatest advantages that a paper can offer. All contracts are based upon it. It's the foundation upon which every advertising agent and advertiser base their propositions.

If these annuals, directories and guides are not doing you justice in the matter of rating, whose fault is it? Did you furnish them with the statement on which your rating is based? If you did not, then they had to look to other sources for it, and the fault is yours. Rowell says that out of 19,000 letters, asking publishers to send circulation statement for his '91 Directory, issued last April, he received but about 5,000 responses. This tells the tale. Many publishers say they cannot get a correct rating in the directories, unless they advertise therein. I will stake my life on the fact that they are dead wrong; yet every publisher believes in advertising—is always seeking it. Why not, then, advertise in them? Practice what you preach.

My experience has been that there is not an advertising agency or advertiser in the United States but will pay more for a known circulation of 700 than he is willing to pay for a claimed or unknown circulation of 2,000. The matter of known circulation is all-important. The advertiser and advertising agent will insist on trying to know what circulation they are buying, but I am sorry to say that both sometimes get "left," and publishers are responsible for it. Pardon me if I seem to dwell too much upon this one feature of the subject, but perhaps you will have discovered by this time that it is "my hobby," and I am taking advantage of the situation—like the minister in the pulpit, or the spellbinder on the stump—and will talk it whether you go to sleep under it or not.

A short time since, out of curiosity, I sent a letter to papers throughout the

States (nearly all members of this association) asking for an estimate on certain space for one year, requesting a statement of circulation for the past thirteen weeks. This latter point I emphasized as most important.

In a majority of cases, the managers or publishers stated that they did not know what their actual circulation was, but they "guessed" or "reckoned" that it averaged about 500, or 1000, or 15,000, as the case might be! What rotten business methods! (Pardon the liberty I seem to take with our mother English in expressing myself.) How could such publishers hope to secure a contract from the intelligent, experienced advertising agent or advertiser, and thereby increase their business? They were supposed to have a certain commodity to sell, viz.: advertising space, the price of which is based upon the actual circulation of the paper; yet when asked the question, they evade it, bite their thumb nails and confess that they do not know enough about their stock-in-trade to give a definite answer, or else they—don't want to do so, which is justly construed by the responsible advertising agent and advertiser as a little short of prevarication, to say the least. A publisher that will not, or cannot, tell what his actual circulation is mistakes his calling, and if I may be allowed to say so, with all due respect, is perhaps better fitted for peeling potatoes than printing papers.

All publishers should co-operate with advertising agencies and advertisers. They are the publisher's best business friends, and should always be treated as such.

Another point: In the letter referred to I also requested the price for "run of paper" and preferred position: *i. e.*, "next reading" and "first following and next reading" (I didn't ask "top of column next reading," "next to poetry" or "first following pure marriage notices"), and a majority of the replies indicated I could have "next to reading," but "first following and next to reading" was out of the question; "it was too much trouble," "it would mix matters up," "did not care for advertisements like that," "foreman couldn't possibly do it," and other replies of like tenor. Now, what nonsense.

There is not a publisher here but wants to make money, wants to increase his business; wants all the advertising that is going; perhaps wants

the earth; but in many cases it seems that he does not want to do anything reciprocal to gain it.

Herein is a point showing you are not alive to your own interests—not up to the "wants of the times" in the advertising sense, so to speak.

Few general advertisers to-day, knowing the value of good location, but stipulate "preferred position" and will not go into a paper unless they get it. I believe "preferred position" is sometimes entitled to from 10 to 50 per cent extra, according to position demanded, and there is not a publisher in the United States but can give position just as well as not, if he tries.

"Position" in life is worth everything.

Many times the "make up" kicks about position advertisements. Does he kick when you hand him his salary on Saturday night, or a complimentary theatre or circus ticket?

I notice a few interrogatories put forth on the intellectual bill of fare prepared by the association.

"Is the advertising agent an advantage or a disadvantage?"

Answering the first part of the query in the broadest sense I should say "Yes," emphatically, a decided advantage. Your advertising columns, I take it, solve the question. Were it not for the advertising agent, how many advertisers outside of your local ones would you have represented therein?

"How can we improve on him?"

You can't; he's all right.

Another question I note, or rather two questions in one: "Does it pay to take foreign advertising at lower rates than home advertising?" The view I take of it is simply this: That a home advertiser has the whole local field at his command. The foreign advertiser, unless his goods are on sale at every store, would be at a disadvantage if he had to pay local rates. Field, Mahler & Company have the whole of St. Paul and surrounding country for possible customers who would be likely to buy a great variety of goods over their counter, at good profits, whereas the foreign advertiser who only has his specialty—generally one article—for sale at a limited number of places, would not be likely to reap the same results from the advertising, and would thus be placed at a disadvantage should the rates be as high as for the local advertising, while decidedly smaller in comparison.

"Which pays best, long or short contracts?" Long contracts, of course. We are all looking for long things; long life; long bank accounts, etc. Of late, many large general advertisers are making two, three and five year contracts. The custom is going to increase, and every publisher should improve his paper and increase its circulation, so as to give his customers better service every year. Don't go backward. You never will if you are willing to work.

"Ought advertising and reading to be mixed? Ought an advertisement to appear ever as reading matter?" Answering both, I would say that if it means ought reading advertisements to be placed among "pure reading matter," it is a point wholly with the publisher. Personally, I see no objection to it.

Another: "Ought cuts to be excluded?" I should say, "No." This is the age of art in advertising, and there is no reason why an advertiser who is willing to spend money freely for single and double column designs artistically pertinent to his business, and have them electrotyped, should be debarred the privilege of inserting the same in the advertising columns of the paper.

A majority of general advertisers today are not satisfied in setting forth the merits of their wares, no matter what line they are in, through the medium of display type alone; and why should they be discriminated against in favor of the advertiser who has no appreciation of attractive advertising, or is not willing to go to the expense of it? And, further, it seems to me that the custom of some of our large metropolitan dailies in adding from 25 to 100 per cent for outline illustrations, which have been prepared at large expense, is not in accordance with the spirit of progress of the present time, and really acts as a stumbling block. Many advertisers cannot understand why they should pay this large additional price for artistic advertisements over large and sometimes very "blacksmithy" display advertisements which contain type only, and which certainly do not add to the attractiveness of the page of the paper in which they appear. I look forward to the time when such artistic, illustrated advertisements will be more sought after, instead of having to pay a premium for their appearance, as is now frequently the case.

"Why should not the National Editorial Association employ its own agents?"

I do not believe in syndicates; am not English, you know. Let every tub stand on its own bottom; let every publisher do business as best he knows how. The present system is about as good as it can be, and as time grows apace, everything is improved. All general advertising agents have improved their system wonderfully during the past ten years, and without doubt the next ten years will show, among all of us, a still greater change for the better.

THE USE OF CUTS.

The use of illustrations in advertising is becoming more general each year, and I heartily recommend them to all, having become convinced by extensive observation that they are both economical and profitable. The mission of the illustration is chiefly to attract the attention, rather than to furnish a picture of the article advertised. It does not even matter whether the cut bears the slightest reference to the text if it amuses, interests and holds the attention of the reader. Of course, if both objects can be secured at once so much the better. But for all that, advertising illustrations are often a detriment rather than a benefit, because they are either unsuitable in character, inappropriate in design or badly executed. It requires experience to know the right kind to use, and where to get the best work of each particular kind.—*From "Ideal Advertising," by A. L. Teele.*

THE day of big advertising has come and thousands on thousands of dollars are spent merely to introduce an article. It is estimated that a certain tobacco firm now monopolizing the Philadelphia papers will spend about \$45,000 in this city alone for advertising. Does it pay? you ask. Oh, yes; in about two to three years the returns justify the expense. Said an advertising agent the other day: "If an article requires \$40,000 worth of advertising and a man spends just \$39,000, then gets frightened and stops, it's more than likely his \$39,000 is thrown to the winds. If he'd spent his other \$1,000 everything would have moved smoothly and his returns been commensurate."—*Music and Drama.*

Miscellanies.



NOT THE MOST PROFITABLE SYSTEM.

Owner—Let me see; it's about a year since we stopped publishing scandals and other trashy news, and receiving false advertisements, isn't it?

Editor—Just a year.

Owner—What was our circulation before we stopped?

Editor—Twenty-two thousand.

Owner—What is it now?

Editor—Six thousand three hundred and seventy-eight to-day.—*Judge*.

Bryce—Why do you always buy a penny paper?

Gryce—The big papers cover too much. It's too warm for blanket sheets.—*Town Topics*.

Editor—Do you offer this as an original poem?

Brassington—Yes, sir.

Editor—But I saw it six months ago in the *Ensign*.

Brassington—Well, didn't it say "original" over it?—*Judge*.

B'jinks—You are in the newspaper line, old man; I wish you could have seen a curiosity a man showed me to-day—a newspaper printed on cloth.

B'jones—"Snothing extraordinary; I've got mine out on tick, many a time.—*Smith, Gray & Co's Monthly*.

Irate Subscriber—I demand to see the editor. Where is he?

Printer—He's in the loft. The citizens tarred and feathered him last night.

I. S.—Yes, and that's just what I want to see him about. The tar belonged to me, and I want the editor to pay for it.—*Atlanta Constitution*.

The Editor Engaged.—Office Boy: Man down-stairs wid a bill, sir.

Country Editor—Tell him I'm out.

"Dat's wot I told 'im, sir, an' he said he seen you at th' window wid a big pair o' shears in your hands."

"Um— Tell him I'm busy clipping coupons."—*Street & Smith's Good News*.

Mr. Riche—Ah! You called in answer to my advertisement for a typewriter?

Sweet Thing—Yes.

Mr. Riche—Your qualifications—you write rapidly?

Sweet Thing (having been misled by the jokers)—Oh! I don't know how to write with the horrid thing at all.—*Brooklyn Life*.

The Force of Habit.—The Editor's Wife: John, dear, I'm going to let you see my new dress. I assure you it is a perfect poem.

The Editor (absently)—Put it in the wastebasket, my love.—*Pittsburg Bulletin*.

I notice from a card sent out by the *Vent's Companion* that their circulation extends 300 miles out into the ocean. I presume it is the leading periodical among the codfish aristocracy of New England.—*Art in Advertising*.

A Mercenary Mind.—Charlie: Lend me a postage stamp, will you? I have just written a sonnet to my fiancée that I think is good.

Jack—And I suppose you want to send it to her?

Charlie—No, I want to send it to the *Scriptors' Magazine* and get five dollars for it.—*Murray's Weekly*.

A TITLE FOR A TURNIP.

A seedsman of rare enterprise
And advertising fame
Has got a mammoth turnip now
For which he wants a name.

And for the name adjudged the best
He'll pay a golden pile,
To make his turnip through the land
All gardeners beguile.

He realizes, probably,
That his bright pamphlet page
Should glorify his turnip as
The turnip of the age.

He wants a name to win the man
Who hoes and rakes and digs,
So what's the blooming matter with
The Reverend Doctor Briggs?

The Colonel Shepard has a ring,
So has the D. B. Hill,
The Tolstoi patronage would win,
So would the Buffalo Bill.

If just for fun he'd christen it
To win the Western ear
How sounds The Duke of Simpleton,
The Narragansett Peer?

The Kipling or the Phillips Brooks
Might make the turnip sell,
And as the Great Fair's booming the
Columbus might sound well.

The Turgenieff, the Ibsen, and
The Jerry Simpson, too—
Oh, any of these titles known
From Dan to Kalamazoo.

Would send the turnip banging down
The garden path of fame,
Should it but have the merit to
Prove worthy of its name.

—*Puck*.

BEATTY Organs \$35 up. Catalogue Free
Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
CATALOGUE FREE NEW YORK



**Publishers
DESIRING BICYCLES**
for themselves, employees, or

FOR USE AS PREMIUMS

can secure same at lowest rates and pay part in advertising from
ROUSE, HAZARD & CO., 2 X St., Peoria, Ill.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

LAND

Companies, Boards of Trade. Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

COLUMBIAN CYCLOPEDIA.
32 Vols.; 7,000 illustrations;
26,000 pages; \$25.00.
BEST to use, BEST to sell, BEST for premiums. COLUMBIAN PUBLISHING CO., 393 Pearl St., New York.

Dodd's Advertising Agency, Boston.
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

First National Bank,
of CHILDRESS, Texas.
Capital, \$50,000. Now organizing.

A fine County Seat town in the famous Pan-handle country. Only National Bank in the county. Stock par. Will guarantee 12 percent net first year. Address CITY NATIONAL BANK, Wichita Falls, Texas.



*Study Law
At Home.*

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.
312 Whitney Block,
Detroit, Mich.

Advertising Illustrations.

Catchy Designs, Novel Styles, Artistic and Tasty Work, made to special order to suit any business for newspaper, circular, magazine. Send stamp for circular giving full particulars.

H. W. ROGERS, 1286 BROADWAY, N. Y.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 399 to 573 George St., Sydney, Australia.

Lawyers Live Well and Have Money.
The National Reporter System
(St. Paul, Minn.) furnishes Lawyers Authorities, so MUST be read.
\$0.000 each week (magazines). (See Rowell's Directory & preferred lists.)
The largest Law Circulation in the world. Each copy in use 17 weeks (average).
S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.

Our Signs Enlighten the Entire World.

Have you a FLOUR, or a SOAP, or a TOBACCO, or a MEDICINE, or a PERFUME, or a PIANO, that *everybody* does not use? If so, let us make its merits known to the world.

THE R. J. GUNNING CO.,
267 Dearborn St., Chicago.

Signs Painted Anywhere on Earth.

PRIMERS For Advertisers.

Samples of my newest and handsomest primers, including my valuable handbook, "Ideal Advertising," sent postpaid for **10c.**

A. I. TEELE, Advertising Specialist,
55 W. 33rd St., New York.

CANADA'S GREATEST DAILIES

Globe, - - Toronto.
Empire, - - Toronto.
Times, - - Hamilton.
Spectator, - - Hamilton.
Free Press, - - Winnipeg.
Sun, - - Winnipeg.
News-Adv'r, - - Vancouver.
Colonist, - - Victoria.
Whig, - - Kingston.

are on my list. Canada's brightest dailies in the smaller cities all are there. The foremost religious, agricultural, illustrated, home, society, fashion, trade and country local papers are there. Every publication necessary to cover Canada completely from coast to coast for U. S. advertisers is there. For complete lists and all information, address or call at the office of

Free Press, - - Ottawa.
Herald, - - Montreal.
La Presse (Fr.), - - Montreal.
Chronicle, - - Quebec.
Globe, - - St. John.
Telegraph, - - St. John.
Mail, - - Halifax.
Herald, - - Halifax.
Chronicle, - - Halifax.
Echo, - - Halifax.

"Preferred Canadian Papers,"

105 Times Building, New York.

ROY V. SOMERVILLE, Special Agent for U. S. Advertising.

A WELL WRITTEN ADVT.

Is the connecting link between advertiser and buyer. I design for *Pearline*, why not for you? D. H. MOORE, JR., McArthur, O.

PRESSWORK.

Large Runs Solicited.
Facilities 300 Reams Daily.
GIBB BROS. & MORAN,
PRINTERS,
45-51 Rose Street, - New York.
COMPOSITION—ELECTROTYPING—BINDING.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

ADVERTISERS! ARE YOU AWARE

how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?

They keep: "Poultry for Profit" and consequently



THEY ARE THE
PATRONS OF

The Farm-Poultry Monthly,
AND ARE A
BUYING PEOPLE.

Moral: Advertise in
Farm-Poultry.

For Rates and Sample Copy address
FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.

RESULTS TO THE ADVERTISER.**Merit Wins!****The Fittest Survive!**

*A Remarkable and Unequaled
Summer Record.*

The cash orders for ads in the June and July, 1890, issues of Allen's Lists exceeded those in June and July, 1889, issues by..... \$8,374 78
The cash orders for ads in the June and July, 1891, issues of Allen's Lists exceed those in June and July, 1890, issues by..... 16,204 93

**Gain in two years
for June and July.. \$16,204.93**

It should be borne in mind in connection with this unparalleled increase, that even in 1889 Allen's Lists distanced the field in the generous advertising patronage which they received. But while this year the patronage of other general mediums has fallen off, that of Allen's Lists has enormously increased.

Two Hundred of America's**Shrewdest Advertisers**

have learned by experience, many of them by keeping accurate records, that Allen's Lists pay handsomely all summer—that they can be depended upon to pay, even when the best of other mediums will not.

Try **ALLEN'S LISTS** for August, and keep a record of the returns.

You will then hasten to make an annual contract.

Forms close for August issues Monday morning, July 20th, sharp.

E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, MAINE.

IF YOU

own a printing press and make printing your business, you cannot afford to buy other than

WILSON'S INK.

We are a one-priced house, allowing no discounts except for cash.

We do Business on**Business Principles.**

If our goods are not found as represented they may be returned at our expense both ways.

GIVE US A TRIAL.

Send for Specimen Book and Price List.

W. D. WILSON
PRINTING INK CO.,
LIMITED,
140 William Street,
NEW YORK.

BEFORE DECIDING UPON YOUR FALL ADVERTISING

you should consult my

STATE COMBINATION LIST

containing only first-class papers by special contract with which I am enabled to place advertising at

1/2 the Publishers' Rates.

Money invested in advertising through this List cannot fail to produce satisfactory results.

For full particulars address

**S. E. LEITH,
10 Spruce St., N. Y.**

20 THOUSAND NEW READERS,

At the most conservative calculation, will be added to the *New York Ledger's* parish in consequence of the serial, "The Chau-tauquans," to be begun July 25. This story is of the most direct and absorbing interest to the members of the large and powerful Chau-tauqua Literary and Scientific Circle, and is by John Habberton, author of "Helen's Babies."

41,588,584

Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the 3/4-inch advertisements of

Scott's Emulsion of Cod Liver Oil

In Home Print country weeklies.

We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

Our Catalogue of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

NELSON CHESMAN & CO.
ESTABLISHED 1874 - INCORPORATED 1886
Newspaper Advertising Agents
BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.
S. W. BRANCH, Home Insurance Bldg., CHICAGO.
EASTERN BRANCH, 54 Broome St., NEW YORK.

WOMEN'S CLUBS



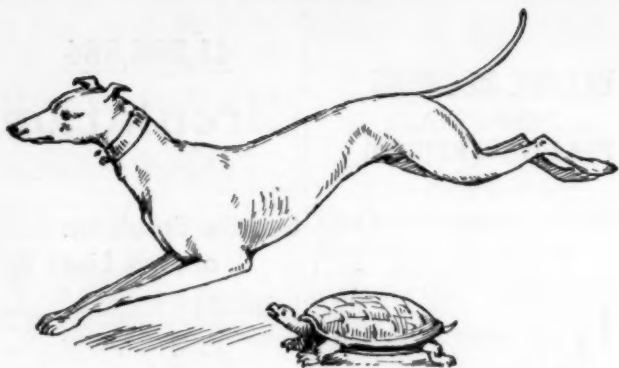
are scattered all over the land, and are especially helpful in bringing men to an understanding of the true worth of the gentler sex.

Comfort has made it a point of interest and help its readers in the formation of Clubs for mutual improvement, and has thereby created a feeling of friendship, thus Comfort and its subscribers are "COMRADES," and that explains why people get more answers from their advertisements in Comfort than from other mediums. Its patrons are your patrons. They will read and answer your

ad. in our monthly, for they delight to read and act on every word found in its columns. Thus it is:

**"If you put it in
Comfort it pays."**

Space at the agencies or of The Gannett & Morse Concern, Publishers, Augusta, Maine; New York Office, 23 Park Row, W. T. Perkins, Manager.



With One Bound

You can clear the obstacles in your path and join the grand army of successful advertisers and march on to business victory to the tune of "There's Millions in It," by making your announcements to the busy and moneyed people of the Quaker City. Knock at each door—cottage and mansion; let no door escape; and who better prepared to do your rapping than the

PHILADELPHIA ITEM?

Sworn Circulation:

Daily 174,419, Sunday 174,209, Weekly 42,157.

It Has Jumped into the lead, leaving its slow and plodding neighbors in doubt whether to continue the unequal race or draw themselves into their *transparent shells* of "unknown circulation." THE ITEM has nothing to conceal, but tells just what its average daily circulation is, **174,419**—no more, no less—and proves the figures.

The Big ONE of the Big 4

The American Newspaper Directory rates but four dailies with a circulation of **150,000**, and THE ITEM is the Big One of the 4

Stands the Test Gives the Results

Its columns are used by the shrewdest set of advertisers in the United States—who employ means by which to TEST the relative merits of the different mediums employed and compare the results. *THE ITEM Stands the Test and Gives the Results.* It does more—it is one of the few papers that PROVES ITS CIRCULATION—and its rates are lower than any other daily on the face of the globe in proportion to circulation. For detailed statement and full information address

S. C. BECKWITH,
509 THE ROOKERY,
CHICAGO.

SOLE AGENT
FOREIGN ADVERTISING,
48 TRIBUNE BUILDING,
NEW YORK.



10,000-Line Contract.

The Owen Electric Belt & Appliance Co.,

Dr. A. OWEN, President.

Main Office & Only Factory, 191-193 State St.

New York Office, 826 Broadway, New York.

*Inventors, Manufacturers, Wholesale and Retail Dealers in
Electric Galvanic Belts, Spinal Appliances,
Trusses, Insoles and Inhalers.*

CHICAGO, Ill., June 15th, 1891.

W. D. BOYCE,

116 & 118 Dearborn St., City.

Dear Sir: As a starter to our new advertising contract for 10,000 lines in the SATURDAY BLADE, we enclose copy for next two weeks.

Since closing the above, we have not made any contracts for so much space with any other paper in the United States. The opportunities have not been lacking, but we have not felt warranted in doing so. This indicates our estimate of the value of the SATURDAY BLADE as an advertising medium *to us*.

When you consider that this contract is commencing immediately upon the expiration of a similar contract for 10,000 lines, which we used last year, it must be admitted that we ought to know "whereof we speak."

Yours truly,

THE OWEN ELECTRIC BELT & APPLIANCE CO.,

Per ERASTUS M. MILES, Advertising Mngr.

*How
Would
This
Strike
You ?*



When I wish to make a hit, I strike straight from the shoulder. There is no use of fighting against truth. It is mighty and must prevail. That's why the

San Francisco Report

is universally accepted as the leading evening journal of the Pacific Coast. That is why its influence extends through neighboring States, and that is why its daily circulation of over

40,000



is everywhere admitted. Make your money earn money.



A. FRANK RICHARDSON,
13, 14 and 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.